



The Indian Traveler in 2026

Indian travelers are exploring the world in bold new ways

What are their top travel motivations?

- 1) Relaxation
- 2) Outdoor adventure and activities
- 3) Cultural exploration
- Indian travelers are also the most likely out of all Asian travelers to travel for spiritual or religious journeys.

Where are they going?

- Indian travelers have a strong appetite to explore within their own borders and beyond. More than half (51%) responded that they plan to travel both domestically and internationally equally.
- The appeal of domestic travel is rapidly growing. Over a third of Indian travelers (35%) plan to travel more domestically than internationally—a sharp rise from 25% last year.
- Lesser-known destinations are capturing the attention of Indian travelers. Unique cultural experiences, lower costs, and fewer crowds are

the top 3 reasons why Indian travelers would choose to visit a secondary destination over a traditional hotspot.

- If visa restrictions were not a factor, 84% of Indians said they would travel more often and 91% said they would consider visiting new destinations – the highest among their Asian peers.

What does a typical trip look like?

- The average Indian traveler plans to take trips lasting between 4–7 days, primarily with family (40%) or with a spouse or partner (34%).
- When it comes to accommodation, Indian travelers love a good deal. 47% plan to spend \$50 or less per night.

Indian travelers are already AI-savvy.

- 68% said they are likely to use AI to plan their next trip. The majority (53%) also said they trust information generated by AI, compared to 36% that feel neutral, and 12% that feel distrust.

